



The Oracle Applications Users Group
3525 Piedmont Road, Building Five, Suite 300
Atlanta, GA 30305 USA
P 404.240.0897 F 404.240.0998

OAUG Insight Advertising Agreement 2012

Thank you for advertising with the OAUG. The OAUG's acceptance of your order is subject to your agreement with the OAUG advertising terms and conditions. You acknowledge this agreement by completing this form and returning it to us. All phone reservations must be confirmed by faxing this form to the number below.
All agreements must have an authorized client signature.

Advertiser: _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

URL: _____

Are you an OAUG member? Yes No

Issue: Spring Summer Fall Winter

Ad Size: Full page (back cover) Full page (inside back cover) Full page (inside front cover) Half page Quarter page Business Card (1/8 page)

Rate: _____

Application in which ad is designed (see requirements on page 3) _____

Notes or Special Instructions: _____

Bill to (check one):* Advertiser Agency (please provide agency address)

**Please skip "bill to" section if your ad is part of your Star Partner Agreement*

Agency address: _____

Client Signature: _____ Date: _____

Send space reservations and materials to:
Cindy Force, OAUG Director of Marketing Communications
Oracle Applications Users Group
3525 Piedmont Road, Building Five, Suite 300 Atlanta, GA 30305
P +1 404.760.2805 F +1 404.240.0998 cforce@oaug.com



The Oracle Applications Users Group
One Piedmont Center, Suite 400
Atlanta, GA 30305 USA
P 404.240.0897 F 404.240.0998

OAUG Terms & Conditions

RATE POLICY:

Rate protection for advertisers that sign full-year contracts is valid only through that contract year. Failure to insert the contracted number of ads during a one-year period results in short-rating on the rate card under which advertising was booked. OAUG reserves the right to change rates upon notice.

PAYMENT:

First-time advertisers must submit pre-payment with the first insertion order to establish credit. OAUG will invoice advertiser for subsequent insertions pursuant to the current rate schedule. Advertiser shall pay all invoices net fifteen (15) days from date of invoice.

CHANGES OR CORRECTIONS:

Requested changes or corrections to advertising material must be presented in writing and received by OAUG within 24 hours of the materials deadline date. Any changes or corrections are made at OAUG's sole discretion.

Advertiser agrees to pay for any costs incurred as a result of such changes or corrections.

MISCELLANEOUS:

- The subject matter, form, size, wording, illustration, and typography of the advertising shall be subject to the approval of OAUG. OAUG shall have the right to reject or omit any advertisement which OAUG, in its sole discretion, considers unsuitable for any reason or contrary to the policies of OAUG (including, but not limited to, recruiting advertising and advertising from firms whose financial or manufacturing application products directly compete with Oracle Applications).

- Unless you make written objection within 10 days of the rendering of any bill for advertising published for OAUG, such bill shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated.

- If an OAUG member has an outstanding receivable over 60 days past due (such as an advertising invoice), OAUG reserves the right to cancel any and all space that member has reserved in any OAUG Conference Exhibit Hall. OAUG also reserves the right to apply any payments made to OAUG for cancelled Exhibit Hall space to the outstanding receivable. The member also runs the risk of OAUG membership revocation.

- OAUG reserves the right to cancel any advertising at any time upon default by the advertiser in the payment of bills or in the event of any other substantial breach of these terms and conditions by the advertiser. Upon such cancellation, charges for all advertising published and all other charges payable to OAUG shall become immediately due and payable by the advertiser.

- If OAUG is unable to arrange for publication of any advertisement in the type or style requested, it may: (i) arrange for publication of such other advertisement in such other type or style as in its opinion most nearly corresponds thereto, and the advertisement may be inserted without submission of proof unless proof before insertion is requested on the face of the order; (ii) ask for new media; or (iii) take such action as in its sole discretion it shall deem appropriate.

- Failure by OAUG to insert advertising in any particular issue or issues invalidates the order for insertion in the missed issue but shall not constitute a breach of agreement.

- OAUG may reject or omit any advertisement when the space allocated to advertising in a particular issue for which such advertising is ordered has all been taken. OAUG may also limit the amount of space an advertiser may use in any issue.

- The advertiser agrees to indemnify and hold harmless OAUG, its directors, officers, employees, agents, and members for all losses, costs, damages and expenses, including reasonable attorneys' fees, arising from any claim for infringement of the rights of third parties based upon publication of the advertising in question.

- Any amount due OAUG for advertising if not paid within 30 days of the date of the bill in question shall accrue interest from such date of one and one half percent per month or the legal limit, whichever shall be less.

- No terms and conditions for any advertising other than those stated herein shall be binding on OAUG, except with its explicit written consent.

Published quarterly, *OAUG Insight* magazine covers business technology topics of interest to OAUG members, such as business intelligence, Oracle Fusion Applications, CRM, EPM, HCM, upgrades, implementations, support management, professional development and training. The print magazine reaches approximately 15,000 Oracle professionals every quarter, is published electronically for OAUG members and is distributed to OAUG conference attendees. A limited number of ad pages is available. Reserve space early to ensure placement.

Material Requirements

OAUG Insight is a full-color publication, printed in four-color process. Spot colors should be built from four-color process. Ads must be submitted as electronic files. Please submit a color proof in actual size if color is an issue. Full page bleed ads (8.5" x 11") should be built with at least 1/8" bleed on all sides. Preferred format: Macintosh using Adobe Indesign CS3 or lower, Adobe Illustrator CS3 or lower, Adobe Photoshop CS3 or lower. Preferred format: A high res .pdf file or an .eps file with fonts converted to outline. Do not forget the 1/8" bleed. Use 300 dpi resolution; 72 dpi is too low

Ad Size:

Full page (non-bleed) – 7.5" x 10"
Full page (bleed) – 8.5" x 11"
Half page (vertical) – 3.75" x 10"
Half page (horizontal) – 7.5" x 5"
Quarter page – 3.75" x 5"
Business card - 3.5 x 2.25

2012 Calendar

All space reservations must be confirmed in writing on the OAUG advertising agreement. Any cancellations must also be confirmed in writing. *OAUG*

Insight does not accept cancellations or changes after the space closing date. Cancellations after this date are subject to the full ad charge. Please reference the Terms and Conditions document.

Materials Due:

Spring Issue – January 20, 2012
Summer Issue – May 11, 2012
Fall Issue – July 2, 2012
Winter Issue – October 19, 2012

Publish Dates

Spring Issue – March 2012
Summer Issue – July 2012
Fall Issue – September 2012
Winter Issue – December 2012

Send Ad Materials to:

Cindy Force, OAUG Director Marketing Communications
cforce@oaug.com
3525 Piedmont Road
Building Five, Suite 300
Atlanta, GA 30305

Advertising Rates

Listed rates are per issue for four-color ads. Multi-issue discounts are available. There are no discounts for ad agencies.

2012 Rates:

	Member	Non-member
Full page (back cover)	\$5,950	\$7,365
Full page (inside back cover)	\$5,950	\$7,365
Full page (inside front cover)	\$5,950	\$7,365
Full page	\$4,095	\$4,895
Half page	\$3,245	\$3,605
Quarter page	\$2,190	\$2,575
Business card (1/8 page)	\$1,290	\$1,700

Questions regarding OAUG advertising?

Contact Cindy Force, OAUG Director Marketing Communications
at +1 404.760-2805 or via email at cforce@oaug.com.